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Documentum Content Intelligence Services

There's little argument over the value of enterprise knowledge assets. Companies that leverage their knowledge assets — or content — get products to market faster, service their customers better, and boost operating margins by streamlining inefficient business processes. Leveraging content effectively means finding the right content for the right purpose — right now. Having the right content is critical — but it's only part of the equation. Content must be intelligent.

Intelligent content is tagged and organized so that employees can find what they're looking for easily and quickly. So that Web applications can serve up personalized content to match customer profiles. So that suppliers, vendors, and partners can interface with your portal and access relevant content. So that everyone gets the specific information they want without spending excessive time or energy searching for it.

Content Intelligence: Unlocking the Value in Enterprise Content

Content intelligence is the ability to provide *structure* for *unstructured* content — a process enabled by the intelligent and automated tagging and categorizing of business content for personalized delivery and easy searching. Tagging and categorizing content with rich metadata makes it available for reuse across multiple initiatives such as customer and employee portals, custom applications, and personalized sites where capabilities such as precise search, easy navigation, and personalization are critical to productivity and customer satisfaction. By extending the value of content through reuse, content intelligence also cuts the costs of recreating information.

However, despite the value of content intelligence for advanced searching and personalization, companies have been slow to embrace this technology because it's often perceived as too complex or difficult to implement and deploy. Furthermore, this technology is considered inflexible, particularly when changing market conditions or new business opportunities require changes in the way content needs to be organized. Many point solutions break down under these conditions because complex integrations with other products need to be reconfigured, resulting in re-implementation costs and wasting valuable time.

But it doesn't have to be that way. The solution? Documentum Content Intelligent Services, an automated, enterprise-scale system that embeds intelligence in every content object — enabling advanced search and personalization, facilitating reuse, and enriching customer applications.

"Today's enterprise is wasting time and money looking for unstructured content in disparate applications. To unlock the full value of content, the Documentum 4i Content Intelligence Services (CIS) offering will add rich metadata via information extraction, conceptual classification and business analysis to enable more accurate searching, data mining, navigation and personalization across multiple initiatives." – Sue Feldman, IDC senior analyst

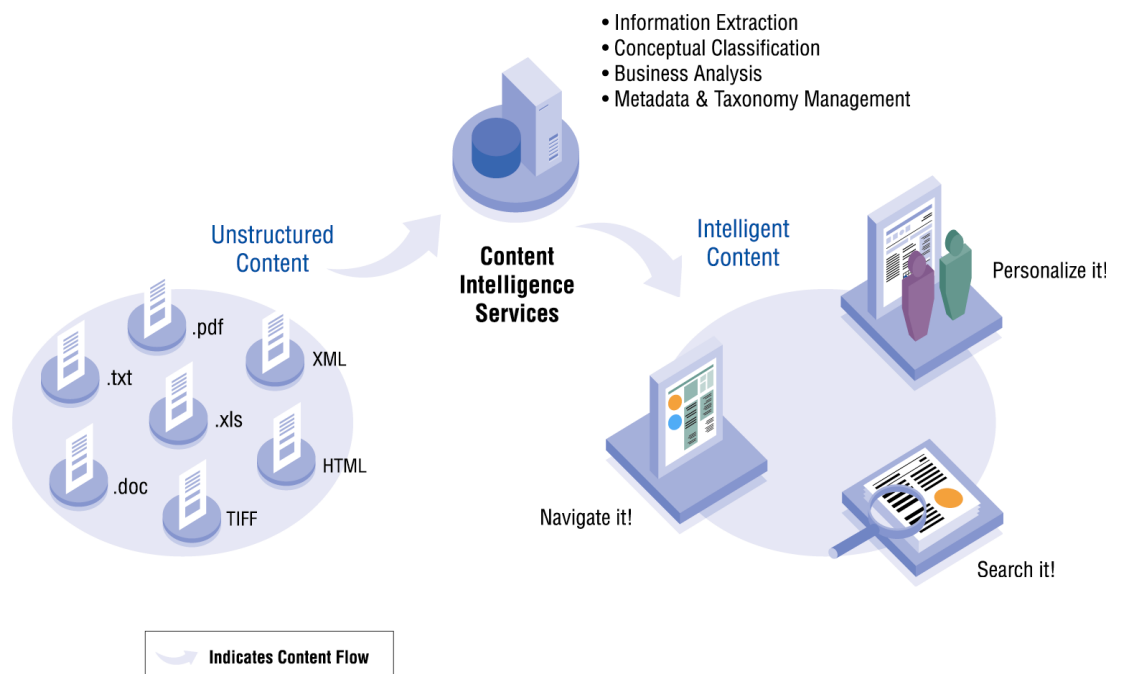### Documentum CIS: A New Standard for Content Intelligence

A high-performance extension of the Documentum 4i platform, Documentum Content Intelligent Services (CIS) automates and controls the enrichment and organization of enterprise content based on powerful information extraction, conceptual classification, business analysis, and taxonomy and metadata management capabilities. Unlike point solutions that focus on tagging or categorizing Web content only, CIS is fully integrated with Documentum 4i eBusiness Platform and enables rich tagging, and categorization for *all* of your content management initiatives, including enterprise document management, and XML component management and Web content management. With these capabilities, CIS speeds information retrieval for employees, supports personalized content delivery to targeted Web sites, and enables precise searching and easy navigation for corporate portals, B2B exchanges, and custom applications.

Employing Content Intelligence in Business Applications

Some examples of situations where CIS can play a critical role include:

- Portal applications that require fast, accurate access to content through keyword and conceptual search

- Web applications that use category subscription to focus end user attention on content subsets relevant to their specific interests

- Web applications that leverage collaborative filtering and user profiling to serve up personalized content

- Partner and employee portals that facilitate collaboration by geographically dispersed teams

- Information research portals that classify content into relevant project and subject areas

- Data mining applications that identify patterns and relationships between content to automate business rule and information discovery

- Information Extraction
- Conceptual Classification
- Business Analysis
- Metadata & Taxonomy Management

Unstructured Content

.pdf

.txt

XML

.xls

.doc

HTML

TIFF

Content Intelligence Services

Intelligent Content

Personalize it!

Navigate it!

Search it!

Indicates Content Flow

By automating content tagging and categorization, Documentum CIS makes business content more intelligent to support portals and Web sites where searching, navigation, and personalization are critical to productivity and satisfaction.

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Content Intelligence — Providing Structure for Unstructured Content

Documentum Content Intelligence Services turns unstructured enterprise content into intelligent, structured content with powerful and unique capabilities:

Key Capability	What It Means to You
Information Extraction	Enhances productivity by extracting actionable metadata from new or existing content to enable effective and thorough auto-tagging, classification, and database population
Conceptual Classification	Determines what content is "about" to enable richer associations and expand searchability
Business Analysis	Automatically analyzes content to reflect your company's business objectives
Standards-based XML Taxonomy Import Utility	Speeds implementation time by automatically defining the appropriate repository structure based on imported taxonomy Protects your investment in existing taxonomies through the implementation of industry standards (XML)
Auto-tagging and Auto-categorization	Reduces costs by eliminating manual, inconsistent tagging and categorization efforts Maximizes content reuse and consumption and enables effective management of brand resources
Taxonomy and Metadata Management	Makes it easy for you to create, customize, and maintain taxonomies

The Natural Evolution in Content Management

As businesses adjust to the demands of e-commerce and globalization, one of the defining trends in the marketplace will be how well they exploit their knowledge assets for competitive advantage. Documentum CIS can play a crucial role in this process.

By providing structure that makes unstructured content intelligible for search engines and personalization platforms, Documentum Content Intelligence Services is an evolutionary technology. CIS delivers proven ROI by enhancing productivity and reducing costs through increased content reuse and improved business processes. CIS supports new customer acquisition with highly targeted content that can be made available on demand. It empowers employee and partner collaboration through precise delivery of the information they need. In short, CIS increases end user satisfaction by enabling faster, richer, and more relevant interactions.

So while your competition struggles to deliver more precise content targeting or accommodate channel-specific applications, with Documentum CIS you're delivering information that people want. You're supporting a Web site that drives traffic. You're helping your employees become much more productive. You're collaborating with partners to bring products to market faster and sell them through numerous channels.

To learn more about Documentum Content Intelligence Services, call **800.607.9546** or visit Documentum online at: www.documentum.com

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